

Soft Finish Cambric Muslin

For this Greater Popular Day selling, we offer 10-yard bolts of soft finished cambric muslin, suitable for underwear. This is an extra special, limit of one bolt to a customer, at the Greater Popular Day price of, per bolt

\$2.95

—3d Floor.

18TH YEAR.

GREATER POPULAR DAY IN

The Silk Section

ORIENTAL PONGEE DAY

In our Silk and Dress Goods Section we will make Greater Popular Day the biggest Pongee Day ever held in the city, by offering over 500 pieces of this ever popular, all silk fabric. Pongee is unquestionably one of the most serviceable and practical of all fabrics. It is suitable alike for dresses, skirts, coats and blouses—most popular for children's wear, shirts, night shirts and pajamas—and is even used for draperies. It is the practical summer silk for all wear. Natural pongee or Shantung comes in the natural tan color, and is graded and sold according to weight. We feature all weights Greater Popular Day.

SPECIAL NO. 1—This special will consist of 200 pieces of 33-in. all silk pongee, suitable for children's wear, shirts and dresses. This is regular \$1.25 quality, priced at

79c

Notes: This price is actually less than gingham prices, and we are compelled to limit customers to 10 yards.

SPECIAL NO. 2—This lot consists of 50 pieces of a heavier grade, most suitable for shirts and dresses. It is very smooth and even in color. Regular \$2.00 value, special at

\$1.29

OTHER QUALITIES

A beautiful quality in 32-in. Tommas Pongee, specially fitted for dresses in all colors, wonderful value at, per yard

\$2.95

SUITING PONGEE

An extra heavy pongee, appropriate for men's or women's suits, is specially priced for Greater Popular Day at

\$3.45

All other qualities of Shantung will be sold at reduced prices on Greater Popular Day.

GREATER POPULAR DAY IN

The Art Needlework Dept.

PILLOW TOP SPECIAL, 39c

We offer a large assortment of linen color pillow tops with fancy cretonne trimmings. These come all made, with back to match—an extra special at

39c

CRETONNE LAUNDRY BAGS, 49c

A big lot of full size cretonne laundry bags are made of splendid quality of material, and the colorings are attractive. Special price

49c

NAINSOOK GOWNS, \$1.65

We offer for this selling a beautiful special quality of flesh colored nainsook in an attractive assortment of stamped gowns, at the special price of

\$1.65

—3d Floor.

GREATER POPULAR DAY SPECIALS IN

The Linen Dept.

For Greater Popular Day we are offering some very attractive specials. Linen prices like all others are higher than they were in former years, but we try to keep our prices just as low as is possible under existing conditions. We list below some items which you will do well not to overlook.

HEAVY MERCERIZED TABLE DAMASK

Heavy mercerized table damask in 36-in. width, comes in good assortment of patterns, extra special, per yard 90c.

LACE TRIMMED TABLE COVERS

45-in. table covers in fancy linen trimmed with lace for the dining table are an extra special at, each \$1.50.

HALF LINEN HUCK TOWELS

Half linen huck towels, 18x36, hemstitched, are offered at less than they will cost in today's market. We must limit each customer to two dozen at the extra special price per dozen of \$4.50.

TABLE DAMASK REMNANTS

You will enjoy looking through this table of remnants of table damask. You will find lengths from 1½ to 3½ yards, in all qualities from mercerized cotton to pure linen—and there is a decided saving on every piece.

Bedding Dept.

We give below four specials which are special values for this selling:

Gauze Sheets, 61x90, each \$2.30.

Gauze Sheets, 61x90, each \$2.42.

Gauze Pillow Cases, 48x26, each 85c.

Gauze Pillow Cases, 48x36, each 90c.

Extra Special

Pepperell Sheets

We take pleasure in introducing our Spring price list on Pepperell Sheets on Greater Popular Day. The following prices are decidedly in your favor:

62x90 Pepperell Sheets at \$1.58

72x90 Pepperell Sheets at \$1.75

81x90 Pepperell Sheets at \$1.90

81x108 Pepperell Sheets at \$2.07

81x108 Pepperell Sheets at \$2.25

Limit 6 each size to a customer. —3d Floor

GREATER POPULAR DAY IN

The Downstairs Store

Georgette Dresses \$25

THIS extraordinary offering for Greater Popular Day is one which should fill the Downstairs Store with eager buyers. Charming dresses of georgette in white, black, pink, lavender, tan, navy, Belgian blue and taupe are here in all the latest style effects—dresses with the new blouse effect, others have over skirts and straight line models. Some are beautifully beaded with the new beaded beads. You cannot afford to let such an opportunity slip by. These dresses go on sale Greater Popular Day at

\$25.00

POLO COATS—These stunning spring coats come in checks, reseda green, champagne, tan and the different shades of blue. They have large pockets, belts and are trimmed with buttons. These sport coats are specially priced from \$12.95 to

\$29.50

VOILE WAISTS, \$1.45—These waists are of excellent quality of white voile, in tucked, embroidered and lace trimmed styles. Some have sailor collars, others shawl collars. They come in full range of sizes at

\$1.45

WOMEN'S ROSE, 45c—These hose are of fiber silk, boot length, with cotton like tops. They are offered in sizes 7½ to 16, in pink, blue, lavender, black and grey, and as they have very slight imperfections, we make them a special for Greater Popular Day at

45c

"THE POPULAR"

EL PASO, TEXAS, WEDNESDAY, MARCH 10, 1920.

TEXAS' MOST HOMELIKE AND PROGRESSIVE STORE.

Greater Popular Day-- Supply Your Spring Wants

GREATER POPULAR DAY has been planned with an idea of enabling Popular customers to supply many of their spring wants, and at the same time save considerable money. This page is brim full of seasonable items and we expect an immense response.

GREATER POPULAR DAY SPECIALS IN

Ready-to-Wear Section

WE have made extraordinarily large preparations for this Greater Popular Day.

We invite every woman who is thinking about her new spring apparel—especially every woman who has the problem of getting smart styles, good materials and good workmanship, and of keeping expenses to the minimum—to visit our Ready-to-Wear Section and take advantage of the values offered.

\$79.50
Suits
\$49.50

THIS year women hardly expect to find suits of such quality as these at any such price. There are suits with the ripple coats, Eton suits for the chic miss, the long line suits and the straight tailored suits. All are handsomely tailored, some braided with silk braid, and many are beautifully embroidered. These are dresses made to sell at \$79.50—we are making them a wonderful special for Greater Popular Day at

\$49.50
Gingham Dresses
\$15.00

PARTICULARLY smart are these dresses of gingham. They are designed in exclusive value for tomorrow's selling only. You could not buy the material and have one made for the price at which we offer them

\$15.00

\$69.50
Dresses
\$39.50

IF you want to see some real dress values, this is your opportunity. We urge you to come early while the choice is most complete. These beautiful spring frocks include hand-somely tailored taffeta, printed georgettes, beaded georgettes and foulards. Not only are these dresses of exquisite materials, but the styles are charming. The values are easily up to \$69.50, and among them you will find dresses for every occasion except the most formal, at the special price of

\$39.50
Khaki Riding
Suits, \$10.95

NOW is the time when you will want to get your new spring riding suit—and here is just your opportunity. We have a limited number of khaki riding suits which we have made a Greater Popular Day Special at

\$10.95

Extra Special

A Greater Millinery Value for
Greater Popular Day

\$25.00 Hats
for \$12.95

AS AN appreciation, and to further emphasize the fact that our Millinery Section is the logical place to buy stylish millinery at a moderate price, we offer a greater value for tomorrow's selling only. This offer comprises 100 hats from higher priced lines. In the lot you will find Mitzi sailors, pokes, chin chins, straw, small drooping hats, Batavia cloth hats, hair cloth hats, georget and straw, patent leather hats—flower and fruit trimmings. Every hat is worth a great deal more than the sale price. In fact, most of these hats should sell for \$25. They are a Popular Day Special at moderate price of

\$12.95

—5th Floor.

Blouses

A Still Greater Value in
Georget Blouses

FOR Greater Popular Day we offer attractive georget blouses in every conceivable style for Spring wear. The quality of the georget is excellent and you will certainly be surprised to see such extraordinary creations for so little money. Over two hundred blouses in all—including beaded, embroidered and plain tailored models, with a good showing of accordion pleated ruffle styles. Fresh and white blouses predominate, but there is a good showing in suit shades. Bique, tea, beige, coral, maize and numerous suit shades are represented. You will have to see the blouses to fully appreciate the values. Even allowing for the big number on sale, we advise you to come early tomorrow, as you can select a greater value in georget blouses at

\$4.95

—5th Floor.

Final Rose Sale of the Season

A FEATURE FOR GREATER POPULAR DAY will be the final Rose Sale of the season. Popular customers are well acquainted, from previous sales, with the sturdy bushes and good varieties we offer. We want to impress upon you that this is the final rose sale of the season, so be on hand early tomorrow morning to secure the bushes you need from the following:

No. 1

Contains One Each:
Etoile de France—
Rich velvety crimson.

Hermosa—
Bright rosy pink.

White Maman Cochet
Pure white double flowers.

Marechal Niel—
Large golden yellow.

4 for 29c

No. 2

Contains One Each:
American Beauty—
Large glowing crimson flowers

Lady Hillington—
Deep apricot yellow.

W. R. Smith—
Soft rose pink, blending with creamy blush tints.

Marechal Niel—
Large golden yellow.

4 for 29c



MAIL ORDER CUSTOMERS—We will fill mail orders as long as plants last. On orders we can not fill, we will be forced to return your money, as no more of these plants are available this season.

GREATER POPULAR DAY IN

The Greater Popular Boys' Store

FOR this Greater Popular Day we are offering four items, any one of which will mean a saving to you.

BOYS' UNION SUITS, 49c

Chalmers' fine ribbed cotton union suits and Chalmers' Poroc-Knit union suits are offered in long sleeve, ankle length, and in no sleeve, knee length models. These come in sizes 24 to 34—not all sizes in every style, but there are all sizes in the lot. Specially priced for Greater Popular Day at

49c

BOYS' WASH SUITS, 95c

In this assortment of wash suits are 200 K. & E. suits for boys, 2 to 5 years of age. They are made of fine percale in midly or coat style. Some are all white, others are trimmed in last colored ginghams. You cannot buy the material for the price we are asking—Greater Popular Day Special at

95c

BLUE SERGE SUITS, \$9.85

These all wool blue serge suits for boys are the popular full belt model with slash pockets. The knickers are lined throughout, and the coats are well made. This is a splendid opportunity to buy a confirmation suit at a saving. Sizes 8 to 15 years, special for Greater Popular Day at

\$9.85

BOYS' ROMPERS AT 59c

200 suits of gingham rompers are offered in assorted stripes and checks. These are short sleeve, open knee models, and they come in sizes 2 to 6 years. At such a price as this every mother should lay in her supply of these little suits. Greater Popular Day special at

59c

—4th Floor.

GREATER POPULAR DAY

Spring Footw'r.

WE are offering some unusual values for this Greater Popular Day selling—values in oxfords and pumps, as well as shoes for children. With prices so high, we know you will appreciate the chance to buy good shoes at such a moderate cost.

OXFORDS, \$7.50

Hand turned oxfords made of light weight patent leather, covered Louis heels, stitched tips or plain toe models, are offered at an attractive under-price at

\$7.50

PUMPS, \$7.50

Pumps in both patent leather and kid, come in two styles—those with the high covered heel and those with the medium heel in either turned or welt soles. Specially priced at

\$7.50

CHILDREN'S SHOES

For the children we have good, sturdy, muffer shoes in smooth leather. These shoes were good values at the old prices, but are exceptional bargains at the following prices:

Sizes 1½ to 8, specially priced at \$2.50.

Sizes 8½ to 11, specially priced at \$3.00.

Sizes 11½ to 2, specially priced at \$3.50.

—2nd Floor.

GREATER POPULAR DAY SPECIALS IN

Boys' Shoes

Special No. 1

For Greater Popular Day only we offer little men's, youths' and boys' good quality of brown elk Scout Style shoes at special prices as follows:

Little Men's sizes, 9 to 13½..... \$2.50

Youths' sizes, 1 to 2..... \$2.50

Boys' sizes, 2½ to 5½..... \$2.50

These are made in the popular Scout Style, solidly constructed of long wearing brown elk leather, and have good weight oak tanned leather soles.

Special No. 2

BOYS' HOME GUARD

THESE are regulation Munson last army style shoes, made of heavy soft crome tanned leather, with overweight oak tanned leather soles. We offer these as a Greater Popular Day Special—

Youths' sizes, 13½ to 2, at..... \$4.25

Boys' sizes, 2½ to 5½, at..... \$4.75

—2d Floor.

Remnant Table

Here you will find short ends of dress ginghams, white goods of all kinds, fancy robes, hams, white goods of all kinds, fancy robes, dress linens, shirtings, and a variety of colored cotton fabrics. These are all offered at substantial reductions for Greater Popular Day.

—3rd Floor.

GREATER POPULAR DAY IN

The Girls Shop

FOR this occasion we have arranged three specials of more than usual merit.

MIDDY BLOUSES, \$1.19

These middies are made of midly twill in solid white or color trimmed. They come in sizes 6 to 16 years, and are regular \$1.35 values. A most excellent value at \$1.19.

HEADWEAR, \$2.95

Not a hat in this whole showing is worth less than \$1.50, and many would sell up to \$6.50. This is the one big opportunity to buy the girls' school and every day hat from this sample line. The values are wonderful at \$2.95.

SATEEN BLOOMERS, 59c

These bloomers come in both black and white sateen in sizes 3 to 15 years. These are regular 85c values, and we make them an extra special for 59c.

There are also many wonderful specials out for you to choose from in Wearables for the Baby and Tiny Tod.

—4th Floor.

GREATER POPULAR DAY IN

The Underwear Section

UNION SUITS, 69c

THE union suits offered for this Greater Popular Day selling are women's summer union suits of fine gauze, knit of selected yarns. These are sheer yet durable. They are made full size without a surplus, assuring a perfectly fitting and comfortable garment. They come with either the French band or crocheted top, and open or closed seat styles, with umbrella or tight knee. They are offered in sizes 34 to 44, and are an extra special for this sale at

69c

JAPANESE SILK TEDDIES, \$1.95

These teddies are fashioned of an excellent quality of silk and are trimmed with flit lace. There is a complete range of sizes, and this is a most unusual value at

\$1.95

CREPE DE CHINE GOWNS, \$7.45

The gowns shown are of exceptionally durable quality of crepe de chine trimmed with Val and flit lace. There are those with the French band tops and those with kimono sleeve effects—a charming assortment of models—a wonderful gown at

\$7.45

—3rd Floor.

The Eden

A FEATURE for Greater Popular Day will be a further demonstration of the Eden Electric Clothes Washer. El Paso housekeepers have been quick to realize that the Eden means real efficiency in the household. Attend the Eden demonstration when you come tomorrow.

—6th Floor.

Greater Popular Day in

The Downstairs Store

ONYX SAMPLE HOSE, 35c

These sample hose come in plain and mercerized hosiery—full fashioned and seamless. They have double tops and the colors are black, white, brown, grey and navy blue. They are specially priced at, per pair

35c

CHECKED SUITINGS, \$1.00

Suitings in a large range of shepherd checks and fancy plaids, come in 36 to 54 inch widths. These are all woven fabrics, and are special at, per yard

\$1.00

36-IN. BLEACHED MUSLIN, 29c

Full bleached muslin in soft finished quality is an extra special. At this price we can fill no phone orders, and only 10 yards can be sold to a customer.

Special, per yard

29c

Women's Pumps and Oxfords

Special, \$3.95

FOR Greater Popular Day we offer odds and ends in women's pumps and oxfords from our Second Floor Shoe Section. These are broken sizes and come in grey kid, champagne, black brown and patent leather. There are turned and welt shoes and the heels are Cuban, military and Louis Cuban. These are an extra special at, per pair

\$3.95

